

# ORDER

**WOTV**

**Orders**  
**Order / Rev:** 212887  
**Alt Order #:** 6861351  
**Product Desc:** order  
**Estimate:** C08B  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	25	\$2,600.00	\$2,210.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$2,600.00	\$2,210.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$2,600.00</b>	<b>\$2,210.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOTV	5%	\$2,600.00
Market	100%	\$52,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,560.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	19%	\$9,880.00
WTLJ	0%	\$0.00
WWMT	37%	\$19,240.00
WXMI	8%	\$4,160.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	28%	\$14,560.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	10/08/12	10/08/12	Daybreak @ 6	CM	6-7a	M-----	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
				Daybreak @ 6											
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
Week:		10/08/12	10/14/12	M-----	2	\$100.00	0.00								
E 2	WOTV	10/09/12	10/09/12		CM	6-7a	-T-----	:30	2	\$100.00	P3	0.00	NM	2	\$200.00

